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The Staten Island savant unleashes “**Brag**,” a track packed with bounce and attitude, featuring Brooklyn drill rap star **Fivio Foreign**. The song finds **LAYA** humbly letting friends and foes know where she stands and arrives alongside a clever visualizer conceived and created by **LAYA** herself. Listen [HERE](https://laya.lnk.to/brag) and watch [HERE](https://youtu.be/G2FqD0GOz04).    On **“Brag,”** **LAYA**’s slinky, ’90s-indebted vocals echo through a minimal but booming soundscape as she issues a status check:*“Seems so sad, think of friends I had / Won't rub it in, baby, ’cause I got class / Don't wanna brag when I get the big bag.”* Aided by smartly utilized reverb and delicately layered harmonies, **LAYA**’s voice floats across the track as she speaks her success into existence. Then there’s the song’s esteemed guest, Fivio Foreign—a drill star thriving in an entirely new context, with **LAYA** providing angelic ad libs and coos behind his appropriately boastful verse. | |  |  |  | | --- | --- | | |  | | --- | | A person and person in garment  Description automatically generated with medium confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD IMAGE HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EYEVp9FvuudEhUjeYMCeMNkB4Jajo-SLVPrWCoxNt-fhDQ?e=1AOm3b)  Credit - Daniel A. Boulos | |  |  |  | | --- | --- | | |  | | --- | | The visualizer is nostalgic and playful, featuring **LAYA** and Fivio rapping and singing along to the track from within a series of yearbook and prom photos. The visual also features brief cameos from power players from around the music world, including **Karlie Hustle**(Apple Music), **DJ Stacks** (Heavy Hitters DJ, Hot 97), **Scram Jones** (Grammy-nominated producer, Shade45),**Jus Ske** (“DJ legend Jusske”), and **Bob Ellis** (Tracy Ellis Ross’ father).    “Brag” is **LAYA**’s first release since signing to Warner Records. The new single follows up on the buoyant pop&B songs like “Bitter,” released in June 2021. **LAYA** was discovered after independently releasing her own music, which she produces with her two-man production crew, writes herself, on top of directing and editing her own visuals. Her December 2020 single, “Sailor Moon,” went viral on social media, and it has since earned **LAYA** hundreds of thousands of views and countless new fans. With Warner behind her and singles like “Brag” ready to make an impact, a breakout year is surely on the horizon for **LAYA**, as she continues to bring her contemporary perspective to nostalgic R&B. | |  |  |  | | --- | --- | | |  | | --- | | A person sitting on a bed  Description automatically generated with low confidence | |  |  |  | | --- | --- | | |  | | --- | | [DOWNLOAD PRESS IMAGE HERE](https://wmg.sharepoint.com/:i:/s/US.WBR.Publicity/EdBtPiCsDcpBht5oRvQ5FqYBzojf6QnmBDDMcBdfdmxl-Q?e=wimCqm)  Credit - Gerron “Soul Vision” Caldwell | |  |  |  | | --- | --- | | |  | | --- | | **ABOUT LAYA:**  LAYA’s boundless creativity is born from a desire to push herself. The Staten Island-born artist has worked as a singer, songwriter, producer, creative director, and visual artist—constantly shifting forms and acquiring skills, because, for her, that’s what growth looks like. Her vibrant yet vulnerable take on R&B and pop offers up a unique perspective on life and love, powered by a need for newness. The upcoming release of her EP, *Um Hello*, showcases her approach thus far, but her first single of 2022, “Brag,” with Fivio Foreign, is a retrofuturist victory lap—her slinky ’90s-indebted vocals echo gently as she flexes what she’s accomplished so far. Which is a lot. Growing up around musical theater and visual art, LAYA’s love of performance began in her childhood. But over time her musical energies focused and crystallized, leading her to the nostalgic, yet forward-looking sound resonating with fans today. Her 2020 breakout, “Sailor Moon,” showcased that visionary approach and broadcast her auteur status. In addition to writing the song, LAYA also shot, directed, and edited the visuals, on top of doing her own hair, makeup, and wardrobe—all skill sets that remain core to her work today. The inclination to constantly create has given her a leg up, in terms of achieving her past, present, and future ambitions. “Everything that I’ve gotten to this point, I’ve worked for and made happen,” LAYA says. “It didn’t exist yesterday, but it exists today.” And clearly, tomorrow. | |  |  |  | | --- | --- | | |  | | --- | | **FOLLOW LAYA:**  [Twitter](https://twitter.com/LayaFace) | [Instagram](https://www.instagram.com/layaface/?hl=en) | [YouTube](https://www.youtube.com/channel/UCbNjb79bUiIUcpYYEP2yFuQ) | [Website](https://www.layaface.com/)  **For more information, please contact:**  Aishah White | Warner Records  [Aishah.White@warnerrecords.com](mailto:Aishah.White@warnerrecords.com) | |  |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Shape  Description automatically generated with low confidence | | | | | | | | |
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